## ORDER

Order / Rev: 37481

Alt Order #: 08876870 Product Desc: ROMNEY/P/R

Estimate: 444

Flight Dates: 10/03/12 - 10/09/12

Original Date / Rev: 10/02/12 / 10/02/12

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region:

National

Agency

**Orders** 

Name:

**Buying Contact:** 

Billing Contact:

138 Conant St.

Beverely, MA 01915

American Rambler Production

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Priority:

Romney, Mitt / R-Pres

Demographic:

**Product Codes:** 

Revenue Codes:

A35+

PO1

LV3 AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/09/12	71	\$100,745.00	\$85,633.25		

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	71	\$100,745.00	\$85,633.25	0.00	
Totals	71	\$100.745.00	\$85,633,25	0.00	

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones	· · · · · · · · · · · · · · · · · · ·		Start Of Order - End Of Order	100%	

Total Share **Order Share** 30% \$100,745.00 KLAS 100% \$335,816.67 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$83,954.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$16,790.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/03/12	2 10/05/12	8 News Now 6a M	1-F CM	6-7a	WTF	:30	2	\$275.00LV2	0.00 NM	2	\$550.00
			8 News Now 6a N	Λ-F								
8 NOV	V 6AM											
St	art Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/01/12	10/07/12	WTF	2	\$275.00	0.00						
E 2 8	10/08/12	2 10/09/12	8 News Now 6a M	1-F CM	6-7a	MT	:30	1	\$965.00LV1	0.00 NM	1	\$965.00
			8 News Now 6a N	Λ-F								

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KLAS

Order / Rev: 37481

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

Flight Dates:

08876870

Product Desc:

ROMNEY/P/R

10/03/12 - 10/09/12

Estimate:

444

Ln Ch Start End 8 NOW 6AM	Inventory Code Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	Weekdays Spots/Week MT 1	<u>Rate</u> \$965.00	Rating 0.00						
E 3 8 10/03/12 10/05/12		7-9a	WTF	:30	3	\$200.00LV2	0.00 NM	3	\$600.00
EARLY SHOW CBS	CBS This Morning								
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/WeekWTF 3	Rate \$200.00	Rating 0.00						
E 4 8 10/08/12 10/09/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	MT	:30	2	\$700.00LV1	0.00 NM	2	\$1,400.00
EARLY SHOW CBS	obe the menning								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$700.00	Rating 0.00						
E 5 8 10/08/12 10/09/12	Live w/Kelly CM Live w/Kelly	9-10a	MT	:30	2	\$300.00LV2	0.00 NM	2	\$600.00
LIVE		Б.,	D. ()						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	Rate \$300.00	Rating 0.00						
E 6 8 10/03/12 10/05/12		9-10a	WTF	:30	2	\$1,050.00LV1	0.00 NM	2	\$2,100.00
LIVE	Live w/Kelly								
Start Date End Date	Weekdays Spots/Week	Rate	Rating 0.00						
Week: 10/01/12 10/07/12 E 7 8 10/03/12 10/05/12		\$1,050.00 10-11a	WTF	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
DDICE IS DICHT	Price Is Right								
PRICE IS RIGHT Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12		\$1,575.00	0.00						20 150 00
E 8 8 10/08/12 10/09/12	Price Is Right CM Price Is Right	10-11a	MT	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
PRICE IS RIGHT		_	22						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week MT 2	Rate \$1,575.00	Rating 0.00						
100 - 100 (10 P) (10 P)	8 News Now Noon M-F CM	12-1230p	MT	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
8 NOW NOON	8 News Now Noon M-F								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	8 News Now Noon M-F CM	\$325.00 12-1230p	0.00 WTF	:30	1	\$1,140.00LV1	0.00 NM	1	\$1,140.00
E 10 8 10/03/12 10/05/12	8 News Now Noon M-F	12-1250p	WII	.00		01,140.00201	0.00 11111	,	<b>V</b> 1,110.00
8 NOW NOON Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12		\$1,140.00	0.00						
E 11 8 10/03/12 10/05/12	Ellen CM Ellen	3-4p	WTF	:30	2	\$1,490.00LV1	0.00 NM	2	\$2,980.00
ELLEN	Lileit								
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	Rate \$1,490.00	Rating 0.00						
E 12 8 10/08/12 10/09/12		3-4p	MT	:30	2	\$1,490.00LV1	0.00 NM	2	\$2,980.00
ELLEN	Ellen								
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/08/12 10/14/12 E 13 8 10/08/12 10/09/12	MT 2 8 News Now 4p M-F CM	\$1,490.00 4-5p	0.00 MT	:30	2	\$350.00LV3	0.00 NM	2	\$700.00
	8 News Now 4p M-F	(4:30 PM-5:0		.50	_	Ψ000.00Ενο	0.00 14141	_	ψ/ 00.00
8 NOW 4PM Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	MT 2	\$350.00	0.00						22.02
E 14 8 10/03/12 10/05/12	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p (4:30 PM-5:0	WTF 00 PM)	:30	2	\$1,575.00LV1	0.00 NM	2	\$3,150.00
8 NOW 4PM	רוון קד זוטון טווטון	, W. O	/					l	

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Order / Rev: 37481

37481

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: 0887

08876870

Product Desc:

ROMNEY/P/R

444

Flight Dates:

10/03/12 - 10/09/12

Estimate:

KLAS

Ln C	Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 14		12 10/05/12		F CM	4-5p	WTF	:30		\$1,575.00LV1	0.00 NM	2	\$3,150.00
81	NOW 4PM		8 News Now 4p M		(4:30 PM-5:00	) PM)						
Wee	Start Date ek: 10/01/12	End Date 10/07/12	Weekdays WTF	Spots/Week 2	<u>Rate</u> \$1,575.00	Rating 0.00						
E 15	8 10/03/	12 10/05/12	8 News Now 5-630 8 News Now 5-630		5-630p	WTF	:30	2	\$1,750.00LV1	0.00 NM	2	\$3,500.00
8 (	NOW 5PM					<b>.</b>						
Wee	Start Date ek: 10/01/12	End Date 10/07/12	WTF		<u>Rate</u> \$1,750.00	Rating 0.00						
E 16		12 10/09/12	8 News Now 5-630 8 News Now 5-630	•	5-630p	MT	:30	2	\$400.00LV3	0.00 NM	2	\$800.00
8 1	NOW 5PM	End Data	Mankdaya	CastaAMook	Data	Datina						
Moo	<u>Start Date</u> k: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
E 17		12 10/09/12			630-7p	MT	:30	1	\$1,400,00LV1	0.00 NM	1	\$1,400.00
	SIDE EDITIO		Inside Edition	OW	000-1 p		.00	•	<b>41,100.0024</b> 1	0.00 1	·	V1,100.00
	Start Date	End Date		Spots/Week	Rate	Rating						
	k: 10/08/12	10/14/12	MT		\$1,400.00	0.00	-20	2	£4 225 001 \/1	0.00 NM	2	\$2,450.00
E 18	8 10/03 NT TONIGHT	12 10/05/12	7-8p Rotator 7-8p Rotator	СМ	7-8p	WTF	:30	2	\$1,225.00LV1	U.UU INIVI	2	\$2,450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/01/12	10/07/12	WTF	_	\$1,225.00	0.00						
E 19		12 10/09/12	7-8p Rotator 7-8p Rotator	CM	7-8p	MT	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
El	NT TONIGHT	30	· • • • • • • • • • • • • • • • • • • •									
Wee	Start Date ek: 10/08/12	End Date 10/14/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$1,225.00	Rating 0.00			_		1	
E 20	8 10/03/	12 10/05/12	8 News Now 11p N 8 News Now 11p N		11-1135p	WTF	:30	3	\$2,100.00LV1	0.00 NM	3	\$6,300.00
8	NOW 11PM				<b>.</b> .	5.8						
Wee	Start Date ek: 10/01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$2,100.00	Rating 0.00						
E 21	8 10/08	12 10/09/12	8 News Now 11p N 8 News Now 11p I		11-1135p	MT	:30	2	\$500.00LV3	0.00 NM	2	\$1,000.00
8	NOW 11PM											
Wee	Start Date ek: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 22	8 10/03/	12 10/05/12	Letterman Letterman	СМ	1135p-1237a	WTF	:30	2	\$965.00LV1	0.00 NM	2	\$1,930.00
LE	ETTERMAN											
Wee	Start Date ek: 10/01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$965.00	Rating 0.00						
E 23	8 10/08	12 10/09/12	Letterman Letterman	СМ	1135p-1237a	MT	:30	2	\$965.00LV1	0.00 NM	2	\$1,930.00
LE	ETTERMAN											
	<u>Start Date</u> ek: 10/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$965.00	Rating 0.00						
		12 10/04/12		CM	8-9p	T	:30	1	\$2,100.00LV3	0.00 NM	1	\$2,100.00
	G BANG/2.5		Big Bang / 2 1/2 N		•							
ום	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/01/12	10/07/12	T		\$2,100.00	0.00						
		/12 10/05/12	Fri 8-9p CSI: NY	CM	8-9p	F	:30	1	\$1,200.00LV3	0.00 NM	1	\$1,200.00
C	SI NY											
	Start Date ek: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,200.00	Rating 0.00						
		12 10/05/12		CM	9-10p	F	:30	1	\$5,500.00LV1	0.00 NM	1	\$5,500.00
					•							•

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KLAS

Order / Rev:

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Flight Dates:

10/03/12 - 10/09/12

Estimate:

444

_Ln (	Ch	Start	End	Inventory Code Fri 9-10p	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
c	SI NY			Made In Jersey									
	-	rt Date 01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate \$5,500.00	Rating 0.00						
E 27	8		2 10/05/12	•	CM	10-11p	F	:30	1	\$5,600.00LV1	0.00 NM	1	\$5,600.00
В	LUE B	LOODS		Blue Bloods									
We	<u>Sta</u> ek: 10/	rt Date 01/12	End Date 10/07/12	Weekdays	Spots/Week 1	<u>Rate</u> \$5,600.00	Rating 0.00						
E 28	8	10/06/1	2 10/06/12	8 News Now Sat 5 8 News Now Sat 5	•	5-7p	5-	:30	1	\$225.00LV2	0.00 NM	1	\$225.00
N		ROTATIO		Modeleleve	Conta (Man)	Deto	Doting						
We	<u>5ta</u> ek: 10/	rt <u>Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E 29	8	10/06/1	2 10/06/12			Various	S-	:30	1	\$250.00LV3	0.00 NM	1	\$250.00
Р	OLITIC	S NOW	,	Politics Now S Se	belius	(5:30 PM-6:0	0 PM)						
·		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 10/ 8		10/07/12 2 10/06/12	S-	CM	\$250.00 10-11P	0.00 S-	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
E 30	0	10/00/1	2 10/00/12	Sat 10-11p 48 Hours Mystery		10-117	3-	.50		Ψ300.00 L V Z	0.00 14141		Ψ300.00
4		MYSTER			0	D-1-	D-4'						
We	<u>Sta</u> ek: 10/	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
E 31	8		2 10/06/12	CBS Early Show -	Sat. CM	5-7a	S-	:30	1	\$335.00LV1	0.00 NM	1	\$335.00
_	ADIV	SHOW		CBS Early Show	- Sat.								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/	01/12	10/07/12	S-	1	\$335.00	0.00						
E 32	8	10/07/1	2 10/07/12	8 News Now Sun 8 News Now Sun		8 News Now	Sun AS	:30	1	\$135.00LV3	0.00 NM	1	\$135.00
8		SU MR1			0 1 001 1	D-4-	Dating						
We	<u>Sta</u> ek: 10/	rt <u>Date</u> 01/12	End Date 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$135.00	Rating 0.00						
E 33	8	10/07/1	2 10/07/12	CBS News Sunda	•	CBS Sunday	MorniS	:30	1	\$1,225.00LV1	0.00 NM	1	\$1,225.00
s	SUNDA	Y MRN (	CBS	OBO NONS CUIIGO	2) W.O								
We	<u>Sta</u> ek: 10/		End Date 10/07/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,225.00	Rating 0.00						
E 34	8			8 News Now Sun			Sun AS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
۰	NOW	SU MR2	<b>,</b>	8 News Now Sun	AM #2								
		irt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10/	/01/12	10/07/12	S	1	\$350.00	0.00			0.000.0011.00	0.00.1114		*400.00
E 35	8	10/07/1	12 10/07/12	Face The Nation	CM	Face The N	ationS	:30	1	\$400.00LV2	0.00 NM	1	\$400.00
F	FACE N	NOITA		, 200 1110 11411011									
18/0	<u>Sta</u> ek: 10	rt Date	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
E 36	8			NFL Reg Season	Game£M		II RegS	:30	4	\$1,800.00LV3	0.00 NM	4	\$7,200.00
		OTD 411		NFL Football Reg	j. Season								
ן ר		OTBALI art Date	- End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10		10/07/12	S	4	\$1,800.00	0.00						
E 37	8	10/07/	12 10/07/12	Sun 7-8p 60 Minutes	CM	7-8p	5	:30	1	\$6,000.00LV1	0.00 NM	1	\$6,000.00
6	60 MIN	UTES		OO MINIOLES									
144-		art Date	End Date	Weekdays	Spots/Week		Rating						
E 38	ek: 10. 8		10/07/12 12 10/07/12	3	CM	\$6,000.00 8-9p	0.00 \$	:30	1	\$7,350.00LV1	0.00 NM	1	\$7,350.00
00	-	. 5. 5.7				r	_		•		•	•	

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**KLAS** 

Order / Rev:

37481

Advertiser:

Romney, Mitt / R-Pres

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ROMNEY/P/R

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Ln Ch **Inventory Code** Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Sun 8-9p The Amazing Race (8:00 PM-9:00 PM) AMAZING RACE End Date Weekdays Spots/Week Rating **Start Date** Rate ----S \$7,350.00 0.00 Week: 10/01/12 10/07/12 1 \$5,600.00LV1 0.00 NM \$5,600.00 10/07/12 10/07/12 Sun 9-10p CM 9-10p :30 E 39 The Good Wife THE GOOD WIFE Spots/Week Rating Start Date End Date **Weekdays** Rate ----S 1 \$5,600.00 0.00 Week: 10/01/12 10/07/12 1 \$7,700.00LV1 0.00 NM \$7,700.00 10/07/12 10/07/12 Sun 10-11p ----S :30 E 40 8 CM 10-11p The Mentalist **CSI MIAMI** Spots/Week **Start Date End Date** Weekdays Rate Rating Week: 10/01/12 10/07/12 ----5 1 \$7,700.00 0.00 E 41 8 10/07/12 10/07/12 8 News Now Sun 11p CM 11-1135P ----S :30 2 \$1,225.00LV1 0.00 NM 2 \$2,450.00 8 News Now Sun 11p 8 NOW SU 11PM Rating Start Date **End Date Weekdays** Spots/Week Rate ----S Week: 10/01/12 10/07/12 2 \$1,225.00 0.00 ----s 2 \$170.00 10/07/12 10/07/12 Eye on Wash/Wall St JoCM :30 \$85.00LV2 0.00 NM E 42 8 5-6a Eye On Wash/Wall St Jrnl **NEWS Start Date End Date** Weekdays Spots/Week Rate Rating ----S 10/07/12 \$85.00 0.00 Week: 10/01/12 :30 2 \$90.00LV4 0.00 NM 2 \$180.00 СМ 1237a-137a --WTF--10/03/12 10/05/12 Craig Ferguson N43 Craig Ferguson Spots/Week Rating **End Date** Weekdays Rate **Start Date** Week: 10/01/12 10/07/12 --WTF--\$90.00 0.00 Totals \$100,745.00